

Endorsed resources for Pearson qualifications policy

2025

Document summary:

This policy is for organisations who are seeking endorsement for resources and teaching and learning material aligned to Pearson qualifications. The policy applies to both print and digital resources.

This policy describes the principles we will follow and apply in reviewing materials for endorsement and what opportunities there are to market or promote endorsed teaching and learning content at our events. To apply for endorsement, you should contact publisher.relations@pearson.com

Pearson Education Ltd – Our Mission and Values

At Pearson, our purpose is simple: to help people realize the life they imagine through learning. We believe that every learning opportunity is a chance for a personal breakthrough. That's why our c. 18,000 Pearson employees are committed to creating vibrant and enriching learning experiences designed for real-life impact. We are the world's lifelong learning company, serving customers in nearly 200 countries with digital content, assessments, qualifications, and data. For us, learning isn't just what we do. It's who we are. Visit us at [pearsonplc.com](https://www.pearsonplc.com).

We are regulated by the UK qualifications regulators Ofqual (England), CCEA Regulation (Northern Ireland) and Qualifications Wales (Wales). Our regulatory policies are integral to our approach and articulate how we meet regulatory requirements. These policies are designed to support centres and students and set out clearly our approach to the design, delivery, and award of Pearson qualifications and services.

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1. Policy statement

- 1.1** The best teaching and learning materials help teachers¹ to give their students a rich learning experience and enable the students to achieve their potential, providing access to a subject which is likely to go beyond the confines of a qualification specification or examination. Because we believe that students and teachers should expect the best, we aim to ensure that our qualifications are supported by a range of high-quality resources, both print and digital, produced by a variety of providers and content creators. We welcome the opportunity to work with organisations who wish to develop resources that support and enrich the teaching and learning of our qualifications.
- 1.2** We endorse supporting materials that align with and support our specifications and meet our expectations of quality, which are set out in our endorsement principles. We take an open, non-exclusive approach to endorsement and our policy allows for the endorsement of all appropriate products and services which are submitted to us, irrespective of whether they are produced by Pearson, third-party organisations or independent providers and content creators. The process for review and approval for endorsement is the same for all organisations, including Pearson. Endorsement by the Awarding Organisation acts as a quality mark which can help teachers and learners select good resources which are recognised as aligning with the specification and as effective aids to high quality teaching and learning.
- 1.3** Pearson is a global company with strong values that produces products for a range of audiences. We aspire to be an inclusive company that authentically presents and promotes the representation of people from diverse backgrounds and with diverse characteristics within our products and content (including textbooks, and marketing material, in both print and digital formats). We also endeavor to provide equitable access to our products and services for diverse learning needs to support the full participation of all our learners. Information about Pearson's standards and expectations on how we achieve this is in our [Pearson Global Content Policy for Business Partners](#) and in our internal [Pearson Global Content Policy for Employees](#).
- 1.4** We follow the [Agreed Code of Practice: Awarding Body/Publisher Relationships, Jcq January 2008](#) produced by the Joint Council for Qualifications.
- 1.5** Endorsement of a resource means that it has been reviewed and approved by a senior subject matter expert for the subject as being appropriate to support teaching and learning for the relevant specification. Endorsement of a resource does not mean that the resource is required to achieve the qualification, and it does not mean it is the only suitable material available to support the qualification.

¹ This also includes other terms such as 'lecturer'.

2. Endorsement principles

- An endorsed resource includes teaching and learning content that offers appropriate support for the study of a course leading to our qualifications.
- High quality resources offer opportunities to explore a subject in a broader context, beyond the strict boundaries of the specification and assessments.
- **An endorsed resource fully covers the teaching and learning content** of the specification or part of a specification at which it is aimed and has an appropriate balance between the development of subject skills, knowledge and understanding, and preparation for assessment.
- For example, a textbook will have a balance in favour of the development of subject skills, knowledge and understanding, while a revision guide is likely to have more emphasis on preparation for assessment.
- An endorsed resource includes questions or tasks that are relevant to the content of the specification and at the right level.
- Endorsed resources carry a Pearson endorsement logo so that they can be clearly differentiated from non-endorsed resources.
- Publishers who submit resources to us for endorsement are required to follow our diversity, equity and inclusion guidelines which require them to provide:
 - Content that is free from discrimination and is anti-bias.
 - Content that embeds Pearson’s commitments to diversity, equity, and inclusion.
 - Support for learning that is based on evidence and facts.
 - Content that is ethical and adheres to legal requirements.
- Where any diversity, equity or inclusion related issues are flagged during the review process, publishers are responsible for ensuring the resource adheres to the [Pearson Global Content Policy for Business Partners](#) prior to final endorsement being confirmed.

3. What does endorsement mean?

- 3.1** A resource bearing the endorsement logo will have been checked for relevance, appropriateness, and accuracy in relation to the specification which it aims to support, and level of the target audience. For examples, our reviewers will review the assessment related content to check its alignment with sample assessment material and the design principles of the relevant assessments but will not provide organisations with information or advice relating to specific content areas unless there are errors or information is misleading.

- 3.2 Providers of endorsed teaching and learning material must never imply that a Pearson endorsed resource is 'official', nor that it is the only suitable material available to support the qualification.
- 3.3 An endorsed resource will never imply or explicitly state that examiners have contributed to its content or that any of the guidance provided relates to examiner judgements, 'tips' or feedback.

Can anyone author resources?

- 3.4 Our Assessment Associates as Authors Policy describes how we manage potential conflicts of interest in relation to writing commercial resources to support our qualifications and assessments. It explains how and when an examiner may be barred from being involved in the development of a related resource, to protect the integrity of secure assessment materials and maintain public confidence in our examinations.

Are Pearson endorsed resources used in assessment?

- 3.5 Endorsed resources are intended to support teaching and learning but are not a requirement for doing so. We strictly bar examiners from using endorsed resources, or from being involved in their development, when they are writing assessments. This ensures no learners are given an unfair or inappropriate advantage because of the learning resource that they are using.

How to apply for endorsement of resources

- 3.6 To apply for endorsement please contact the Publisher Relations team.

4. Attendance at events

- 4.1 Any organisations that have endorsed resources or are awaiting endorsement will be given information and invitations to events for the qualifications that they want to market for.

Launch events and getting ready to teach events	Non-qualification specific events	Other marketing opportunities
Presentations at these events always include information about third-party resources which have been endorsed, or are awaiting endorsement, whether or not third-party	Third-party organisations will not be invited to market materials at, or attend, other types of events which we deliver from time to time, and which are not directly	All available endorsed resources are listed on the subject pages of our website. This does not include cover visuals but does provide a direct link for customers to the

Launch events and getting ready to teach events	Non-qualification specific events	Other marketing opportunities
organisations attend those events.	connected to a specific qualification. This includes centre networking events and 'topic' related events covering issues which may relate to a range of qualifications, or which are not qualification specific, for example, relating to a particular Key Stage.	relevant organisations' websites.
Third-party providers who have, or who are seeking endorsement for materials will be invited to attend by the relevant Product Team either directly or through the Pearson's Publisher Relations Team.		We will normally, but are not obliged to, provide third-party organisations with centre information on request.
We will always try to accommodate, where venues permit, third-party organisations with marketing and promotional materials. The Pearson Product teams provide information about whether, and to what extent (for example the inclusion of an exhibition stand or banner) this is permitted. Where this is not possible, third-party organisations will be invited to attend as delegates although, if spaces are limited, customer bookings will be given priority. Entry to an event depends on the organisation having registered and receiving booking confirmation.		

Marketing Pearson published resources

4.2 We reserve the right to:

- Promote Pearson teaching and learning materials, whether endorsed or not, at any event where our qualifications are being discussed.

- Market Pearson published resources, whether endorsed or not, differently from those of other providers.

4.3 We require publishers to clearly mark those resources which are endorsed, by using our endorsement logo.

4.4 We're clear when promoting or marketing Pearson 'paid for' or free resources, about the source of the materials and whether they are needed for the delivery of the qualification or whether they're intended as additional and optional support.

4.5 We won't imply that any 'paid for' resource Pearson produces, whether it is endorsed or not, could provide teachers and learners with privileged information about our qualifications, or give an advantage to teachers or learners simply because it has been produced by Pearson.

4.6 We have an open approach to ethical marketing teaching and learning materials, and we carefully scrutinise our marketing activities to ensure that we do not prejudice the availability of choice for customers or market endorsed resources in a way that suggests it is necessary to purchase them to pass an exam.

5. Feedback and complaints

5.1 We welcome your feedback, which helps us to improve the products and services we provide. We know that sometimes things go wrong, but if they do, we want to try to stop them from happening again. If you would like to give us your feedback or are unhappy with the service, you can [email us using our online form](#).

6. Regulatory references

6.1. UK regulators require all awarding organisations to establish and maintain their compliance with regulatory conditions and criteria. As part of this process, policies and guides that relate to Pearson's status as an awarding organisation will reference any conditions and criteria that they address.

6.2. This policy addresses the following regulatory criteria and conditions:

Qualification regulator or relevant governing body	Regulatory rule or guidance document	Regulatory condition, criteria, or principle
Ofqual	<u>General Conditions of Recognition</u>	A4
Ofqual	<u>General Conditions of Recognition</u>	C3

7. Review date

7.1. This policy will be reviewed in February 2026.

8. Version control

Version control table

Version #	Changes	Date
1.8	Updates dates and footer only	28 th March 2025

9. Useful contacts

9.1 For more information, please contact publisher.relations@pearson.com.